

1972

MAY 1

## fashion calendar

32nd year • issued weekly

## JANUARY

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# FASHION CALENDAR

Note: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader ... Ruth Finley, Publisher

## WEEK BEGINNING MONDAY, MAY 1, 1972

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 1 12:00 Noon Luncheon	"UTOPIA IN FASHION"--- PRESS LUNCHEON "Nature's Day" -- Arthur Williams' "Close to Nature Collection", especially created to benefit the Environmental Defense Fund, celebrating the Adonis Restaurant opening for daily luncheons. By invitation. Publicity: Audrey Wertheim, Wertheim & Associates, 753-8273.	ARTHUR WILLIAMS OF PERIPHERY	ADONIS RESTAURANT 1230 SECOND AV.(64TH ST)
Monday May 1 2:00 P.M.	AUCTION AND CHAMPAGNE RECEPTION Auction of original designs created by Parsons Fashion Design Alumni for April 27th Diamond Jubilee Fashion Show. Contact: Edwin Cohen, 675-2700.	PARSONS SCHOOL OF DESIGN (410 EAST 54TH STREET)	PARK-BERNET GALLERIES 980 MADISON AVENUE
Monday May 1 5:30 P.M.	MENSWEAR COLLECTION "CHROME CLEAN CLEAR" A wear-dated trend collection of men's wear in Monsanto fibers, designed by Larry Chrysler. By invitation. Contact: Colin Day, 764-4701.	MONSANTO TEXTILES CO.	1114 SIXTH AVENUE
Beginning Monday May 1	OPENING OF FALL COLLECTION By appointment. Contact: Celeste Lucci, WI. 7-5324.	THE ARKINS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Monday May 1	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Joanne Jaap or Larry Croen, 239-8530.	DESIGN THAI & STAR OF SIAM	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday May 1	OPENING OF FALL COLLECTION Showing of skirts, pants, blouses, jackets and casual dresses. Continuous showings. Contact: LO. 5-1445.	SPORTWHIRL	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 2 10:00 A.M.	COMPLETE FALL AND WINTER COLLECTION Coats, suits, sportswear. By invitation. Thereafter by appointment. Contact: Gayle Osman, 736-9601.	CALVIN KLEIN	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Tuesday May 2 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Florence Napp, WI. 7-5324.	LANVIN COUTURE	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 2 4:00 P.M.	COMPLETE FALL COLLECTION By invitation. Thereafter informal showings by appointment. Contact: 354-1855.	MARY ANN RESTIVO OF GENRE	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday May 2	OPENING OF FALL COLLECTION Presentation of rainwear, all weather wear and stormwear. Continuous showings. Contact: Betsy Klein, 736-1076.	AQUANALA	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 2	OPENING OF FALL COLLECTION A collection of day through evening fashions for the contemporary woman, designed by Eleanor Brenner for Brenner Couture. Informal showings by appointment. Contact: Norma Wilk or Hank Sinkel, 239-1150.	ELEANOR BRENNER FOR BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 2	OPENING OF FALL COLLECTION Contact: Lois Lindheim, 279-3410. Publicity: Stutman Associates, 247-2662.	GIORGINI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 2	OPENING OF FALL COLLECTIONS By Joey Garguillo for Smith & Jones; Betty Carol for Christopher Jones. continuous showings. Contact: 595-8570. Publicity: Vera Bacal, PL. 3-8421.	SMITH & JONES; CHRISTOPHER JONES	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday May 2	FALL DRESS AND SPORTSWEAR FASHIONS Continuous showings. Contact: Bettye Whiteman, WI. 7-2055.	KAY UNGER FOR RICHARD D.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday May 2- May 3	ANTIQUE BRIDAL GOWNS ON DISPLAY Traditional silk wedding gowns of the Nineteenth Century. Open to public. Hours: 9:30 A.M. to 7:30 P.M. Fri. and Sat., to 4:30 P.M. Contact: 673-0300.	TRAPHAGEN SCHOOL OF FASHION	257 PARK AVENUE SOUTH 7TH FLOOR
Tuesday May 2- June 9	FALL FASHION PREDICTIONS: HARPER'S AUGUST-SEPTEMBER 1972 BAZAAR Ready-to-wear and accessories, featured in Aug. and Sept. issues. By appoint- ment. (9:00 A.M. to 4:00 P.M.) Contact: Sheila Hultkrans, 935-2732.	HARPER'S BAZAAR	717 FIFTH AVENUE BAZAAR ROOM-11TH FLOOR
Tuesday May 2- June 9	FALL FASHION GALLERY; AUGUST-SEPTEMBER 1972 A talking-picture show and guided tour through Mademoiselle's fashion gallery of ready-to-wear and accessories. By appointment. (9:00 A.M. to 4:00 P.M.) Contact: Barbara Szpak, 689-5900, Ext. 620.	MADemoISELLE MAGAZINE	420 LEXINGTON AVENUE SHOWROOM - 18TH FLOOR
Cancelled May 3	KAY UNGER FOR RICHARD D. PREVIEW, ORIGINALLY SCHEDULED FOR MAY 3 AT 9:30 A.M., HAS BEEN CANCELLED. OPENING TUESDAY MAY 2. (See above)		
Wednesday May 3 11:00 A.M. Apertivo	PRESS PREVIEW: FALL COLLECTION Couture and boutique fashions. Show at 11:30 A.M. (Gino Paoli Showrooms) By invitation. Contact: Charles Dickey, 244-0556. Publicity: Billie Gould, 869-1675.	VIA VENETO	1407 BROADWAY SHOWROOM - 37TH FLOOR
Wednesday May 3 12:00 Noon	PREMIERE SHOWING: FALL COLLECTION By invitation. Thereafter by appointment. Contact: Nancy di Costanzo, 736-8888.	CHRISTIAN AUJARD-PARIS	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Wednesday May 3 12:30 P.M.	LUNCHEON SHOWING: SUMMER FASHIONS Reservations (\$5.95): CI. 6-9171. Publicity: Ellen Perl, TE. 2-8212.	KASPER FOR JOAN LESLIE	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday May 3 1:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: 695-1617.	RUDI GERNREICH FOR HARMON KNITWEAR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR



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Wednesday May 3 4:00 P.M.	OPENING OF FALL COLLECTION By reservation. Thereafter continuous. Contact: Miss Piera, 563-6126.	CLARET BY ARTHUR DOUCETTE	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Wednesday May 3	PREMIERE OF FALL SPORTSWEAR COLLECTION New collection including dresses and coats. Continuous showings. Contact: Mel Katz or Susan Ullery, 354-8120.	COMPANY 5 BY MAURICE ANTAYA	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Wednesday May 3	FALL COAT AND SUIT COLLECTION Untrimmed coats, fur-trimmed coats and suits. Continuous by appointment. Contact: LA. 4-7285.	GALLANT INTERNATIONAL (HERBERT GALLANT)	205 WEST 39TH STREET SHOWROOM - 8TH FLOOR
Thursday May 4 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION Preview of Bonnie Cashin's collection for Philip Sills. By invitation. Thereafter by appointment. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 685-8290.	PHILIP SILLS; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday May 4 2:30 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Elva Jacobsen, LA.4-6262.	JIM BALDWIN- YOUNG ELEGANT	205 WEST 39TH STREET SHOWROOM - 15TH FLOOR
Thursday May 4 4:00 P.M. Cocktails	FALL-WINTER COATS FROM ARGENTINA Showing of woolen coats, designed by Umberto Manzo and made in Argentina. By invitation. Thereafter at 366 Fifth Ave., Suite 501. Contact: Horacio Medrano, 594-5310.	UMBERTO MANZO (LANSA CORP.)	CONSULATE OF ARGENTINA 12 WEST 56TH STREET
Thursday May 4 5:00 P.M.- 7:00 P.M.	FAMILY PORTRAITS-- ZITA DAVISSON One man showing of Zita Davisson's family portraits. Madeleine de Vries, PL. 3-7300.	BERGDORF-GOODMAN	NINA'S CHOICE GALLERY 4TH FLOOR
Beginning Thursday May 4	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Miss Laura, 563-6126.	GAVI BY MILTON KORWIN	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Thursday May 4	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Matty, CH.4-4940 or CH.4-7522.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Sunday May 7- May 9	MARKET WEEK - FABRICS & ACCESSORIES Show director: Muriel Wanderman, MU. 5-9160.	NATIONAL HOME SEWING TRADE SHOW	HOTEL McALPIN BWAY & 34TH STREET
Monday May 8 9:30 A.M.	PRESS SHOW: FALL JEWELRY AND BELTS By invitation. Buyers' show at 4:30. Thereafter by appointment. Contact: MU. 9-8466.	ALEXIS KIRK (55 PARK AVENUE)	FAIRTREE GALLERY 924 MADISON AV (73RD ST)
Monday May 8 11:00 A.M. Champagne	PRESS PREVIEW: FORECAST OF FUTURE Maximilian forecasts the future to be shown to press only -- at the 57th Street Salon exclusively. By invitation. Publicity: Vera Bacal, CI.7-1388. Show at 11:30 A.M.	MAXIMILIAN	20 WEST 57TH STREET SALON - 3RD FLOOR



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Monday May 8 12:00 Noon Luncheon	PRESS PREVIEW: FALL- WINTER COAT COLLECTION Tango coat collection from Argentina, featuring Vicuna and 100% wool coats. By invitation. Contact: 516-822-3537. Publicity: Lisa Curtis, 684-7444.	FELIX FRIEDENBACH OF BUENOS AIRES	CONSULATE OF ARGENTINA 12 WEST 56TH STREET
Monday May 8 12:00 Noon	OPENING OF FALL COLLECTION Also, May 15 at 12:00 Noon. Contact: PE. 6-6983.	H.O.B.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday May 8 1:30 P.M.	FALL COLLECTION FROM CALIFORNIA By invitation. Thereafter by appointment. Contact: Marion Auley, 947-8470.	WILLIAM PEARSON FOR BASS LTD.	530 SEVENTH AVENUE SYLVAN RICH-9TH FLOOR
Monday May 8 2:30 P.M.	OPENING OF FALL COLLECTION Also May 17 and May 22 at 2:30. By reservation. Contact: PE. 6-6983.	HOUSE OF BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Monday May 8 4:00 P.M.	OPENING OF FALL COLLECTION Also May 15 at 4:00 P.M. By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
May 8	4:30 P.M., ALEXIS KIRK SHOW FOR BUYERS, Fairtree, 924 Madison, MU. 9-8466.		
Monday May 8 7:45 P.M.	73RD ANNUAL FASHION SHOW By invitation. Contact: Mrs. Redding, 622-2200, ext. 217.	PRATT INSTITUTE	VIVIAN BEAUMONT THEATRE LINCOLN CENTER
Beginning Monday May 8	OPENING OF FALL COLLECTION Continuous by appointment. Contact: 594-4470.	CASI (AL COLE/JEFFREY SIMPSON)	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday May 8	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Mandy, 244-2700,	GINALA	512 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday May 8	FALL COLLECTION: SPORTS COORDINATES Continuous showings by appointment. Contact: Barbara, 244-2700.	GINESSA	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Beginning Monday May 8	OPENING OF FALL COLLECTION Continuous showings. Contact: 947-7457.	KIKI HART BY GEORGE SAMEN	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday May 8	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Kay Farmer, OX. 5-4812.	JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Monday May 8	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: 594-0870.	JEREMY BY ALAN PHILLIPS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday May 8	OPENING OF FALL COLLECTION Designed by Frank Adams and Cara Kirby. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR



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Beginning Monday May 8	COMPLETE FALL COLLECTION Continuous showings by appointment. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday May 8	OPENING OF FALL COLLECTION Daytime and evening dresses and ensembles, designed by Jay Anderson and Fred Ackerman. Continuous showings by appointment. Contact: Penny Walker, 947-0964. Publicity: Margaret Hodge Co., 758-9230.	POSH, INC.	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday May 8	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Marion Auley, 947-8470.	REBECCA; WILLI OF CALIFORNIA	530 SEVENTH AVENUE SYLVAN RICH-9TH FLOOR
Beginning Monday May 8	OPENING OF FALL COLLECTION Knit dresses with leather; sportswear. Contact: Vera Bartul, LA. 4-4562.	SAMUEL ROBERT BY JUDITH WISTER	1407 BROADWAY SHOWROOM - 40TH FLOOR
Monday May 8- May 19	TENNIS, GOLF AND SPORTS SEPARATES Sunny Fleitas of Palm Beach will show sports and evening separates. By appointment. Contact: Mrs. Theodore C. Baer, 289-7191; or LA. 4-2640.	SUNNY'S OF PALM BEACH	HOTEL YORK-SUITE 1028 499 SEVENTH AVENUE
Tuesday May 9 10:00 A.M.	OPENING OF FALL COLLECTION Also May 11, 15 and 18 at 10:00 A.M. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 9 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Also at 2:00 P.M. Contact: Carmelita Phillips, 279-8575.	MR. BLACKWELL	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 9 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: LO. 4-3246.	MISS FOX BY SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 9 11:00 A.M.	OPENING OF FALL COLLECTION Also May 17 and May 23 at 10:00 A.M. By reservation. Contact: LO. 3-0988.	RODRIGUES FOR PETER CLEMENTS	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 9 12:00 Noon	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Mary Kloss, 868-2880.	PAPILLON	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 9 1:30 P.M.	OPENING OF FALL COLLECTION Also May 17 at 1:30 P.M. By reservation. Contact: 239-7080.	JOHN ANTHONY	550 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Tuesday May 9 2:30 P.M.	OPENING OF FALL COLLECTION Also May 15, 17 and 24 at 2:30 P.M. By reservation. Contact: 244-1872.	LARRY ALDRICH BY MARIE MCCARTHY	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 9 2:30 P.M. & 7:30 P.M.	STUDENTS' ANNUAL FASHION SHOW Collection of original fashions with special showing of Oriental Costumes from the Traphagen Museum Collection. Contact: Mrs. Dallin, 673-0300.	TRAPHAGEN SCHOOL OF FASHION N.Y. (257 PARK AVENUE SOUTH)	SHERATON HOTEL BALLROOM



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Tuesday May 9 3:15 P.M.	ANNUAL FASHION SHOW Student-produced showing of capsule collections by young American designers. Benefit of Phoenix House, rehabilitation center for drug users. Contribution: \$11.00 (cost of one day's care for each resident). Contact: 752-1530.	LABORATORY INSTITUTE OF MERCHG. (12 E. 53RD ST.)	PROMENADE CAFE ROCKEFELLER CENTER
Tuesday May 9 3:30 P.M.	PRESS SHOWING OF FALL COLLECTION For buyers, May 15 at 11:00 A.M.; May 24 at 2:30 P.M. By reservation. (Note new address) Contact: 594-5424.	SOMETHING! BY OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday May 9 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: William Fox, 354-1767.	MARTIERI DI ROMA	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday May 9 4:30 P.M.	PRESS PREVIEW: FALL-WINTER IMPORTS Fashions by Christian Bailly, Roland Chakkal, Jean Muir and Fernando Sanchez. By invitation. Thereafter by appointment. Contact: Olivier Gelbsman, 832-7100.	PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 9 7:00 P.M.	FOURTH ANNUAL INT'L LEATHER FASHION SHOW Showing of men's and women's leather and suede ready-to-wear and accessories. By invitation. Production: Sybil Weinman. By reservation. Complete leather exhibit, May 9-11, from 9:30 to 6:00. Contact: MU. 7-1185.	INTERNATIONAL TRADE SHOWS	HOTEL McALPIN BALLROOM
Beginning Tuesday May 9	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: LO. 4-9311.	TED BROWN BY FRANCES PRISCO	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday May 9	FALL JUNIOR AND MISSES COLLECTION Contact: Sara Wish Rubin, 354-8636.	PHILIPPE VENET FOR LADY PARKLEY, INC.	1411 BROADWAY RM. 1785-17TH FLOOR
May 10	9:00 A.M., FRENCH READY-TO-WEAR, Press, St. Regis Hotel, 354-8620(see pg.7)		
Wednesday May 10 9:30 A.M.	PRESS SHOW: FALL COLLECTION By invitation, for Press. Thereafter by appointment. Contact: Lauri Belhassen, 239-4105.	WILLI SMITH FOR DIGITS	525 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday May 10 10:30 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Ruth McLaughlin, 279-5012.	MOLLIE PARNIS BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday May 10 11:30 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, 755-3487.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 10 12:00 Noon	PRESS PREVIEW: FALL COLLECTION By invitation. Also, May 11 at 12:00 Noon and May 15 at 3:00. By reservation. Contact: 354-1500.	BLASSPORT	550 SEVENTH AVENUE NEW SHOWROOM - 2ND FL.
Wednesday May 10 12:30 P.M.	SWIM AND BEACHWEAR AT LUNCHEON SHOW Reservations (\$5.95): CI. 6-9171. Publicity: Ellen Perl, TE. 2-8212.	CHANNEL 2 & SEA FASHIONS OF CALIFORNIA	BARBETTA RESTAURANT 321 WEST 46TH STREET



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Wednesday May 10 1:00 P.M.	FALL COLLECTIONS BY DON BREITINGER Also, May 15, 18, 24 at 1:00 P.M. By reservation.	HAROLD LEVINE; & HAROLD LEVINE BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR Contact: 524-0237.
Wednesday May 10 2:30 P.M.	OPENING OF FALL COLLECTIONS Also, La Flaque de Paris (div. of Cuddlecoat). By invitation. Thereafter 10:30 A.M. and 2:30 P.M., by reservation. Contact: Susan Lawson, BR. 9-9223.	CUDDLECOAT BY VICTOR JORIS	500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 10 3:30 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: L.O. 4-9115.	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 10 5:00 P.M. Cocktails	FALL AND WINTER COLLECTIONS Also introduction of Skip II, dress division of Sequel I. By invitation. Continuous thereafter. Contact: Ann Lawrence, 868-8100.	SEQUEL I BY BILL SMITH	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 10 5:30 P.M.	OPENING OF FALL- WINTER COLLECTIONS Also May 16 at 5:30 P.M. By invitation. Informal buyers show, May 11 to May 25, by reservation. Contact: Nippi New York, 758-7760.	HANAE MORI	WALDORF-ASTORIA SUITE 40-H
Wednesday May 10 6:00 P.M.	OPENING OF FALL COLLECTION Also May 15, 17, 22 at 6:00. Contact: 213-627-0806(L.A.); 335-6033 (N.Y.)	HELGA, INC. (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM PRIVATE SUITE
Wednesday May 10- May 19	FALL PRET-A-PORTE IN NEW YORK Fashions by Guy Laroche, Gabs, Germaine et Jane, Gil Coutin, Kaza Sports, <u>Press Breakfast and Preview, May 10 at 9:00 A.M.</u> By invitation. Continuous thereafter, by appointment. Contact: French Apparel Center, 354-8620.	FIVE FRENCH "DELUXE" MANUFACTURERS	ST. REGIS HOTEL FRENCH CLUB
Beginning Wednesday May 10	SMALL GROUP OF JERSEY FASHIONS By appointment only. Contact: CH. 4-5452.	NORMAN NORELL	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Wednesday May 10	OPENING OF FALL COLLECTIONS By appointment. Contact: L.O. 3-1640. Publicity: Vera Bacal, PL. 3-8421.	GLORIA SACHS; & GLORIA SACHS HABERDASHERY	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Thursday May 11 9:00 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Alice, 239-4600.	KASPER FOR J. L. SPORT	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
May 11	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
Thursday May 11 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Bette West, 239-4155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 11 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 947-6485.	VICTORIA ROYAL DESIGNED BY BILL HAIRE	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
May 11	12:00 Noon, BLASSPORT, 550 Seventh Avenue, 2nd floor, 354-1500.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 11 1:00 P.M.	COMPLETE FALL COLLECTION Continuous showings by appointment. Contact: 524-4510.	MORTON MYLES FOR GINO CHARLES	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 11 2:00 P.M.	OPENING OF FALL COLLECTIONS By reservation. Contact: Michael Ortseifer, LA. 4-5923.	WILSON FOLMAR; & FOLMAR FANTASY	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday May 11 2:30 P.M.	PREVIEW OF FALL DRESSES AND SUITS By invitation. Continuous thereafter. Contact: Michele Abruzzo, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 11 3:00 P.M.	PRESS SHOWING: FALL COLLECTION By invitation. Thereafter by appointment. Contact: Bob Miller, 695-7715.	CONCEPT VII BY JACK BODI	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 11 4:00 P.M.	OPENING OF FALL COLLECTION Also, May 18 at 4:00 P.M. By reservation. Contact: 594-0030.	MALCOLM STARR; & MALCOLM STARR INT'L	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 11 4:00 P.M.	PRESS PREVIEW: FALL MENSWEAR By invitation. Contact: B. J. Kaplan, 765-2400.	OSCAR DE LA RENTA FOR AFTER SIX	1290 AVE. OF AMERICAS SUITE 1100
Tuesday May 16 5:30 P.M.	OPENING OF FALL COLLECTION Also, May 23 at 5:30. (NOTE CHANGE OF DATES) (OUT OF DATE ORDER) Appt. May 16 - May 26. Contact: Marjorie Plecher, 213-657-7377.	RAY AGHAYAN/BOB MACKIE (8636 MELROSE AVE., L.A.)	HOTEL GOTHAM PRIVATE SUITE
Thursday May 11	18TH ANNUAL HOME FURNISHINGS CONFERENCE Hours: 8:00 A.M. - 4:00 P.M. New product possibilities, the market outlook, the consumers' shifting values, sales. Contact: William Burston, 244-8780.	NATL RETAIL MERCHANTS ASSOCIATION (100 W. 31)	HOTEL BILTMORE BALLROOM
Friday May 12 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTIONS Preview of Fall fashions; and decorative accessories for the home -- by W. Virginia craftsmen. Informal modeling (10:00-press; 11:00-buyers). By invitation. Publicity: Rosemary Sheehan, 333-6420. For appointment, through June 9, write or call: Florette Angel, 147 Summers, Charleston, W.Va., 304-343-0171.	MOUNTAIN ARTISANS (W.VA.) BY DOROTHY WEATHERFORD	THE GAZEBO-2ND FLOOR 14 EAST 57TH STREET
Beginning Friday May 12	SHOWING OF FALL COUTURE COLLECTION Daily by appointment through May 20. Contact: Lynne Cohen, 312-549-7382 (Chicago); or OR. 3-6146 (N.Y.).	ISHIO FASHIONS (43 E. OAK, CHICAGO)	HOTEL GOTHAM PRIVATE SUITE
Monday May 15 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Also May 24 and 31 at 9:30. Contact: CH. 4-1542.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 15	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
Monday May 15 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Also May 23 at 11:30. By reservation. Contact: 279-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
May 15	11:00 A.M., SOMETHING! BY OSCAR DE LA RENTA, 550 Seventh, 3rd fl., 594-5424.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 15	12:00 Noon, BILL BLASS PRESS SHOW, 550 Seventh Avenue, by invitation.		
May 15	12:00 Noon, H.O.B., 530 Seventh Avenue, 21st floor, PE. 6-6983.		
Monday May 15 1:00 P.M.	PRESS SHOWING: FALL COLLECTION For press, by invitation(luncheon). Buyers' show, May 17 at 3:30, by reservation. Thereafter by appointment. Contact: LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
May 15	1:00 P.M., HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237.		
Monday May 15 2:00 P.M.	OPENING OF FALL COLLECTION Also May 22 (Press) and 30 at 2:00 P.M. By reservation. Contact: CH. 4-3877.	EDWARD PARNES	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
May 15	2:00 P.M., OSCAR DE LA RENTA BOUTIQUE, PRESS, 550 Seventh (Opening May 16)		
May 15	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		
Postponed May 15	PRESS PREVIEW BY CHRISTIAN DIOR-N.Y., ORIGINALLY SCHEDULED FOR MAY 15 AT 3:00, HAS BEEN POSTPONED TO MAY 22 AT 2:30. (See page 16)		
May 15	3:00 P.M., BLASSPORT, 550 Seventh Avenue, 2nd floor, 354-1500.		
May 15	4:00 P.M., DONALD BROOKS Press Show, 550 Seventh Avenue, by invitation.		
May 15	4:00 P.M., GEOFFREY BEENE BOUTIQUE, 550 Seventh, 8th floor, LW. 4-0454.		
Monday May 15 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FALL AND WINTER COLLECTIONS Presentation for Cira--women's sleepwear, loungewear, robes; men's loungewear. Kloss-Pruzan--ready-to-wear. The Kreisler Group--rainwear. Alixandre--furs. By invitation. Contact: Fran Guay, 685-7900.	JOHN KLOSS	RAINBOW ROOM ROCKEFELLER CENTER
May 15	6:00 P.M., HELGA, Hotel Gotham, Private Suite, 335-6033.		
Beginning Monday May 15	OPENING OF FALL COLLECTION Informal showings by appointment. Contact: Don Koniak, 765-5280.	CLEOPATRA BROUMAND	16 WEST 56TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday May 15	FALL COAT AND SUIT COLLECTION Continuous showings. Contact: 594-0352. Publicity:Stutman Assoc,247-2662.	JUNIOR GALLERY BY NAT HIRSCH	250 WEST 39TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday May 15	FALL COAT AND SUIT COLLECTION Contact: Marty Oshrin, 239-4768. Publicity: Stutman Assoc., 247-2662.	MISS GALLERY BY HENRY RUTMAN	230 WEST 38TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday May 15	OPENING OF FALL COLLECTION Continuous showings. Contact: 564-4130.	GAY GIBSON; PLW; MOMENTUM	1411 BROADWAY SHOWROOM - 24TH FLOOR
Beginning Monday May 15	OPENING OF FALL COLLECTION Hand-crocheted and knit fashions. Couture velvets. By appointment. Contact: Gena Torricelli, 628-7177.	HELGA HOWIE	33 EAST 68TH STREET SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 15	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: 354-0640.	LEO NARDUCCI AMBIANCE	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
Beginning Monday May 15	OPENING OF FALL COLLECTIONS Designed by Mario Forte and Patrick Porter. Contact: 10. 5-1025.	RONA DRESSES	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday May 15	FALL COLLECTION BY ROBERT FOWLER Informal showings by appointment. Contact: 354-8890.	BILL SHEDLESKI ASSOCIATES	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday May 15- May 18	FALL HOSIERY AND BODYWEAR Showings at 10:00 A.M. and 3:00 P.M. daily. Thereafter by appointment. Contact: Alice Coursen, 581-8050.	BERKSHIRE, CHRISTIAN DIOR AND VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Monday May 15- May 18	FALL LEG AND BODY FASHIONS "Patterns in Dressing - Fall, 1972" -- showings at 10:00 A.M. and 2:30 P.M. through May 18. By invitation. Contact: Jane De Bont, 239-0670.	CHADBOURN SALES CORP.	350 FIFTH AVENUE ROOM 3508
Monday May 15- May 26	FALL LINGERIE MARKET WEEKS Lingerie, loungewear, foundations, Career Apparel Lines. Continuous audio-visual showings. By appointment. Contact: Bernadette Koziel, PL. 7-9600.	KAYSER-ROTH	640 FIFTH AVENUE SHOWROOM
Monday May 15- May 26	FALL LINGERIE MARKET WEEKS "The Good Companions" -- showings daily at 9:30, 10:30, 2:30. By invitation. Contact: Priscilla Weinlandt, JU. 2-6767.	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday May 15	MARKET WEEK SHOWS: FALL '72 Showings at 9:30, 11:00, 2:30, 3:30, May 15-18, and May 22-25 (no 3:30 show). Contact: Marjorie Carney, 682-5580.	VASSARETTE	261 MADISON AVENUE LITTLE THEATRE
Beginning Monday May 15	FALL JEWELRY COLLECTION Fall collection of enamel and gold and silver-plated costume jewelry. By appointment. Contact: LE. 2-2486. Publicity: Curtis-Reeves, 986-4737.	JEWELRY BY DIONNE	385 FIFTH AVENUE SUITE 501
Monday May 15- May 22	ANNUAL EXHIBITION OF STUDENTS' WORK Art work including fashion sketches; also water colors of original designs for period and modern rooms. Hours: 9:30 A.M. to 7:30 P.M.; Fri. and Sat. to 4:30 P.M. Contact: 673-0300.	TRAPHAGEN SCHOOL OF FASHION	257 PARK AVE. SO. 6TH & 7TH FLOORS
May 15	FALL HANDBAG MARKET WEEK. Contact: MU. 3-6969.		
May 15- May 18	INTERSTOFF TRADE SHOW AT FRANKFURT GERMANY--Spring-Summer '73 Fabrics. Contact: Hans Teetz, German American Chamber of Commerce, 666 Fifth, 582-7788.		
Tuesday May 16 9:30 A.M.	OPENING OF FALL COLLECTION Also May 22 at 9:30 A.M. By reservation. Contact: 564-3857.	TRAINA BOUTIQUE & TRAINA SPORT	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 16 9:30 A.M.	OPENING OF FALL COLLECTION By invitation. (Note change of date).	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR Contact: LO. 4-3246.
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION Also May 22 and May 24 at 10:30 A.M., by reservation. May 15 at 2:00 P.M., by invitation.)	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR (Press, Monday, Contact: Marilyn Pignoni, 524-9350.
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION Showings at 10:30 and 2:30, May 16, 17, 18, 23, 24. (Note change of date). Contact: Sydney Bloomberg, 736-5890.	JOSEPH STEIN BY MURIEL READE	205 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Tuesday May 16 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION By invitation. Also at 3:30 P.M.; May 18 at 11:00 and 3:30. By reservation. Contact: Lynne Blum, 279-3091.	PIERRE CARDIN	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 16 12:00 Noon	OPENING OF FALL COLLECTION Also May 23 at 12:00. By reservation. Contact: 279-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 16 1:00 P.M.	OPENING OF FALL COLLECTION Also May 22 and May 30 at 1:00. Contact: Jean Roberts, 524-3520.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Also May 18, 23, 25, 31, June 7 at 2:30 P.M. By reservation. (Press May 15 at 12:00 Noon, by invitation). Contact: 524-6968.	BILL BLASS	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
May 16	2:30 P.M., JOSEPH STEIN BY MURIEL READE, 205 W. 39th, 9th floor, 736-5890.		
May 16	3:30 P.M., PIERRE CARDIN, 550 Seventh Avenue, 22nd floor, 279-3091.		
Tuesday May 16 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also, May 18 and 22 at 4:00 P.M. Contact: 736-1690.	CHESTER WEINBERG; & CHESTER NOW	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday May 16 5:00 P.M.	PRESS SHOWING OF FALL MENSWEAR Show at 5:30 P.M. By invitation. Contact: 524-6968.	BILL BLASS MENSWEAR	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
May 16	5:30 P.M., HANAE MORI, Waldorf-Astoria, Suite 40-H, 758-7760.		
May 16	5:30 P.M., RAY AGHAYAN/BOB MACKIE, Hotel Gotham, Suite 1009, 213-657-7377.		
Tuesday May 16 6:00 P.M.- 8:00 P.M.	BENEFIT VERNISSAGE "Le Bestiaire Fabuleux de Baccarat et Chaumet" for the benefit of Les Boutiques de Noel. Admission: \$10.00 per person; \$15.00 per couple. By invitation. Publicity: Helen O'Hagan, PL. 3-4189.	SAKS FIFTH AVENUE	MAIN FLOOR LES BOUTIQUES DE NOEL
Beginning Tuesday May 16	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Miss Regina, PE. 6-5547.	HARMAY BY ST. ARMOUR	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 16	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Ethel Shieff, 736-3075.	JIMMAE BY MARY MATISSE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday May 16	OPENING OF FALL COLLECTIONS Dresses by Beverly Moyer; "Precipitation" rainwear by John Kloss. Continuous showings. Contact: Stuart Kreisler, 239-0545.	THE KREISLER GROUP	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 16	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: LO. 3-6143.	RIKKI FOR SPORT TRIO	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 17 9:00 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Marie, 239-4600.	KASPER FOR JOAN LESLIE	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
May 17	10:00 A.M., RODRIGUES FOR PETER CLEMENTS, 530 Seventh, 2nd floor, LO. 3-0988.		
May 17	10:30 A.M., NINA RICCI, Press Show, by invitation, 550 Seventh(Opening May 18)		
Wednesday May 17 10:30 A.M.	OPENING OF FALL COLLECTION Also, May 23 and 25 at 10:30 A.M., by reservation. (Press Show, Wed., May 17 at 2:30 P.M.) Contact: Sidney Scher, LA. 4-9350.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
May 17	10:30 A.M., JOSEPH STEIN BY MURIEL READE, 205 W. 39th St., 9th fl., 736-5890.		
May 17	12:00 Noon, GEOFFREY BEENE, Press Show, by invitation, 550 7th(Opening May 18)		
Wednesday May 17 12:00 Noon	OPENING OF FALL COLLECTION Also May 24 and June 7 at 12:00 Noon. By reservation. Contact: 354-0494.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Also May 23 at 1:00 P.M. By reservation. Contact: 239-4155.	DOMINIC ROMPOLLO	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
May 17	1:30 P.M., JOHN ANTHONY, 550 Seventh Avenue, 29th floor, 239-7080.		
May 17	2:30 P.M., OSCAR DE LA RENTA Press Show, 550 Seventh Ave., LA. 4-9350.		
Wednesday May 17 2:30 P.M.	FALL COLLECTION BY OLE BORDEN By invitation. Thereafter by appointment, Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
May 17	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		
May 17	2:30 P.M., HOUSE OF BRANELL, 530 Seventh Avenue, 27th floor, PE. 6-6983.		
May 17	2:30 P.M., JOSEPH STEIN BY MURIEL READE, 205 W. 39th St., 9th fl., 736-5890.		
May 17	3:30 P.M., VERA MAXWELL Buyers' Show, 530 Seventh Ave., 26th fl., LO. 3-4358.		
Wednesday May 17 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Esther Reifer, OX.5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE



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Wednesday May 17 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment.	V. & J. DESIGNS BY VICTOR JORIS	500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR Susan Lawson, BR.9-9223.
Wednesday May 17 4:00 P.M.	OPENING OF FALL COLLECTION Also May 23 and 24 at 4:00, by reservation. (Press, May 15 at 4:00). Contact: WI. 7-8235.	DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 17 4:30 P.M. Cocktails	SHOWING OF FALL COLLECTIONS (Note change of time and place). By invitation. Thereafter by appointment, in showroom, 498 Seventh Ave., 9th floor. Contact: 564-0910.	CLAUDIA; AND GEORGE HALLEY	HOTEL PLAZA TERRACE ROOM
Wednesday May 17 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW OF FALL COLLECTIONS Cocktail reception unveiling three new collections for the bed and bath. By invitation. Contact: Miss Greene, 695-6800.	FIELDCREST	60 WEST 40TH STREET SHOWROOM
Wednesday May 17 5:00 P.M.	PREVIEW OF FALL COLLECTION For press and buyers, by invitation. Contact: Joanne Creveling, CI. 7-1100.	STEPHEN BURROWS FOR THE STUDIO	PLACE TO BE ANNOUNCED
Wednesday May 17 5:30 P.M.	"WITH MY OWN TWO HANDS" Preview of handcraft film and demonstration by film artisans. By invitation. Contact: Pat Mardis, 764-4594.	MONSANTO TEXTILES CO.	AUTOMATION HOUSE 49 E. 64TH STREET
Wednesday May 17 6:00 P.M.	OPENING OF FALL COLLECTION Also Thursday, May 18 at 6:00 P.M. By invitation. Thereafter by appointment. Contact: 213-652-9010.	MICHAEL NOVARESE & PIETRO ORSINI	PLAZA HOTEL PRIVATE SUITE
May 17	6:00 P.M., HELGA, Hotel Gotham, Private Suite, 335-6033.		
Beginning Wednesday May 17	OPENING OF FALL COLLECTION Unlined wool coats and jersey sportswear. Contact: 594-3221.	DIA DIODATO	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday May 18 8:45 A.M.& 11:45 A.M.	"YOUNG FASHION..AN INTERNATIONAL LANGUAGE" Co-Chairmen: Rosemary McMurtry, commentator, Vice Pres., Publications Div., the McCall Pattern Co.; Teddy Edelman, Fleming-Joffe-Capezio Intl. Prices: Breakfast--\$10.00, members; \$20.00, guests. Luncheon--\$15.00 members, \$25.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Thursday May 18 9:30 A.M.	SHOWING OF FALL COLLECTION By invitation. Contact: Helen Borger, CO. 5-7720.	RONALD AMEY	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
May 18	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
Thursday May 18 10:30 A.M.	OPENING OF FALL COLLECTION Also, May 23, 25, 30 at 10:30 A.M., by reservation. (Press, Wednesday May 17 at 10:30 A.M., by invitation). Contact: LW. 4-0454.	NINA RICCI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 18	10:30 A.M., JOSEPH STEIN BY MURIEL READE, 205 West 39th St., 9th fl., 736-5890.		
May 18	11:00 A.M., PIERRE CARDIN, 550 Seventh Ave., 22nd floor, 279-3091.		
May 18	12:00 Noon, THE FASHION GROUP "Young Fashions", Luncheon, N.Y. Hilton.		
Thursday May 18 12:00 Noon	OPENING OF FALL COLLECTION Also May 22, 24, 30 at 12:00 Noon. By reservation. (Press, May 17 at 12:00 Noon, by invitation). Contact: 594-0454.	GEOFFREY BEENE	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 18 1:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. ( <u>Note change of date</u> ). Thereafter by appointment. Contact: Helen Norstrom, 354-1122.	TINA LESER	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
May 18	1:00 P.M., HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237.		
Thursday May 18 2:00 P.M.	OPENING OF FALL COLLECTION Fall collection of coats, suits, costumes. By invitation. Also May 23 at 2:00 P.M. By appointment. Contact: Miss Teri. 695-5100. Publicity: Barbara Kling, LT. 1-8024.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
May 18	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
May 18	2:30 P.M., JOSEPH STEIN BY MURIEL READE, 205 W. 39th St., 9th fl., 736-5890.		
Thursday May 18 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: Nancy di Costanzo, 736-8888.	MODELIA BY TRACY MILLS	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
May 18	3:30 P.M., PIERRE CARDIN, 550 Seventh Avenue, 22nd floor, 279-3091.		
Thursday May 18 4:00 P.M.	OPENING OF FALL COLLECTION Also, May 24 and June 1 at 2:30. By reservation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
May 18	4:00 P.M., CHESTER WEINBERG & CHESTER NOW, 530 Seventh, 16th fl., 736-1690.		
May 18	4:00 P.M., MALCOLM STARR, 530 Seventh Avenue, 20th floor, 594-0030.		
Thursday May 18 5:00 P.M.	OPENING OF FALL-WINTER COLLECTION By invitation. This will be the only formal showing. Thereafter in showroom, 3rd floor. By appointment. Contact: Betty Hanson, 279-9915.	ANNE KLEIN AND COMPANY (205 WEST 39TH STREET)	CECO STAGES 460 WEST 54TH STREET
Thursday May 18 5:00 P.M. Cocktails	FALL SHOWING FOR BUYERS Fall cocktail and evening fashions and accessories designed by Surjit and Adarsh Gill. ( <u>Note change of place</u> ). (Press showing, Fri., May 19 at 9:30 A.M., showroom, 4th floor). By invitation. Contact: 758-8301. Publicity: Budd Calish at Dorelle Associates, 489-8420.	SAZ	42 EAST 57TH STREET SHOWROOM - 4TH FLOOR
May 18	6:00 P.M., MICHAEL NOVARESE & PIETRO ORSINI, Plaza Hotel, 213-652-9010.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday May 18	OPENING OF NEW COLLECTION Active sportswear for skiing, tennis, golf, swimming. Also P.O.P! Continuous by appointment. Contact: Hall Hanson, 279-9915 or 868-2139.	ANNE KLEIN SUPERSPORT	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Thursday May 18- May 20	13TH ANNUAL HOME FASHIONS CONVENTION Contact: Mavis Harcourt, TE. 8-5133.	NATL HOME FASHIONS LEAGUE (767 LEXINGTON)	HOTEL BILTMORE BALLROOM
May 19	9:30 A.M., SAZ (Press Show), 42 East 57th St., 4th floor, 489-8420.		
Friday May 19 10:00 A.M.	PREVIEW OF FALL COLLECTION By invitation. Contact: WI. 7-7200. Publicity: Eleanor Lambert, MU. 8-2130.	VICTOR COSTA FOR SUZY PERETTE	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Friday May 19 11:30 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment, 20 West 57th St., 7th floor. Contact: Jim Malloch, 765-3535.	FERDINANDO SARMI	ST. REGIS HOTEL VERSAILLES ROOM
Friday May 19 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Grayce Young, 736-5672.	SCOTT BARRIE (109 WEST 38TH STREET)	PLACE TO BE ANNOUNCED
Friday May 19- May 25	SHOWING OF FALL COLLECTION By appointment. Contact: Patricia Jefferies, Dorelle Assoc., 489-8420.	YANNIS TSEKLENIS OF ATHENS	HOTEL PIERRE PRIVATE SUITE
May 22	9:30 A.M., TRAINA BOUTIQUE & TRAINA SPORT, 530 Seventh, 15th fl., 564-3857.		
May 22	10:30 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh, 23rd fl., 524-9350.		
May 22	12:00 Noon, GEOFFREY BEENE, 550 Seventh, 4th floor, 594-0454.		
May 22	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, 524-3520.		
May 22	2:00 P.M., EDWARD PARNES, Press Show, 498 Seventh Ave., 10th fl., CH. 4-3877.		
Monday May 22 2:30 P.M.	PREMIERE OF FALL COLLECTION Designed by Marc Bohan and Philippe Guibourgé. By reservation. Thereafter by appointment. Contact: LO. 4-9220.	CHRISTIAN DIOR READY-TO-WEAR	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
May 22	2:30 P.M., HOUSE OF BRANELL, 530 Seventh Ave., 27th fl., PE. 6-6983.		
May 22	4:00 P.M., CHESTER WEINBERG & CHESTER NOW, 530 Seventh, 16th fl., 736-1690.		
Monday May 22 4:30 P.M.	PRESS SHOWING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Olivier Gelbsman, 832-7100.	ISSAYE MIYAKE FOR PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 5TH FLOOR
May 22	6:00 P.M., HELGA, Hotel Gotham, Private Suite, 335-6033.		
Monday May 22 8:00 P.M.	ANNUAL BENEFIT SUPPER DANCE In memory of Claire McCardell. Minimum Contribution: \$125.00 per person for 1972 Foundation Fund for Scholarships and Development. (Black Tie) Contact: LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 22	OPENING OF FALL COLLECTION Continuous by appointment.	KIMBERLY Contact: Robert Brown, LO. 4-1080.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Monday May 22- June 9	"MEET YOUNG AMERICA"-- AUGUST 1972 PREVIEW Showings at 9:00 (except Mondays), 11:00, 4:00(except Fridays). By appointment. Contact: Barbara Telfer, 689-5900, ext. 566.	GLAMOUR MAGAZINE	420 LEXINGTON AVENUE SHOWROOM - 19TH FLOOR
May 23	10:00 A.M., RODRIGUES FOR PETER CLEMENTS, 530 Seventh, 2nd fl., LO. 3-0988.		
Tuesday May 23 10:00 A.M.	PREVIEW OF FALL COLLECTION By invitation. Publicity: Joanne Creveling, CI. 7-1100, ext. 345.	STAN HERMAN FOR BENDEL STUDIO	PLACE TO BE ANNOUNCED
May 23	10:30 A.M., OSCAR DE LA RENTA, 530 Seventh Avenue, 11th floor, LA. 4-9350.		
May 23	10:30 A.M., JOSEPH STEIN BY MURIEL READE, 205 W. 39th St., 9th fl., 736-5890.		
May 23	10:30 A.M., NINA RICCI, 550 Seventh Ave., 5th floor, LW. 4-0454.		
Tuesday May 23 11:30 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 535-3542.	HALSTON	550 SEVENTH AVENUE SHOWROOM
May 23	11:30 A.M., MIGNON, 498 Seventh Avenue, 12th floor, BR. 9-5991.		
May 23	12:00 Noon, MOLLIE PARNIS, 530 Seventh Avenue, 18th floor, 279-5012.		
May 23	1:00 P.M., DOMINIC ROMPOLLO, 550 Seventh Avenue, 9th floor, 239-4155.		
May 23	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, 695-5100.		
May 23	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
May 23	2:30 P.M., JOSEPH STEIN BY MURIEL READE, 205 W. 39th, 9th fl., 736-5890.		
May 23	4:00 P.M., DONALD BROOKS, 550 Seventh Ave., 21st floor, WI. 7-8235.		
May 24	9:30 A.M., BEN REIG, 498 Seventh Avenue, 23rd floor, CH. 4-1542.		
May 24	10:30 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh, 23rd fl., 524-9350.		
May 24	10:30 A.M., JOSEPH STEIN BY MURIEL READE, 205 W. 39th., 9th fl., 736-5890.		
May 24	12:00 Noon, GEOFFREY BEENE, 550 Seventh Avenue, 4th floor, LW. 4-0454.		
May 24	12:00 Noon, COUNTESS ALEXANDER, 530 Seventh Ave., 9th floor, 354-0494.		
May 24	1:00 P.M., HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237.		
May 24	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		
May 24	2:30 P.M., SOMETHING! BY OSCAR DE LA RENTA, 550 Seventh, 3rd fl., 594-5424.		
May 24	2:30 P.M., JOSEPH STEIN BY MURIEL READE, 205 W. 39th, 9th fl., 736-5890.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 24	2:30 P.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
May 24	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 12th floor, WI. 7-8235.		
May 25	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh, 11th floor, LA. 4-9350.		
May 25	10:30 A.M., NINA RICCI, 550 Seventh Avenue, 5th floor, LW. 4-0454.		
Thursday May 25 12:30 P.M. Luncheon	GRADUATION LUNCHEON Guest speaker: Marvin Traub, president, Bloomingdale's. Certificates to 115 graduates; awards to outstanding alumnae. By invitation. <u>(Note change of hotel)</u> . Contact: Allan Falk, TR. 9-4644.	TOBE-COBURN SCHOOL	HOTEL PIERRE BALLROOM
May 25	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
May 29	MEMORIAL DAY - Legal Holiday (Monday)		
May 30	10:30 A.M., NINA RICCI, 550 Seventh Avenue, 5th floor, LW. 4-0454.		
May 30	12:00 Noon, GEOFFREY BEENE, 550 Seventh Avenue, 4th floor, LW. 4-0454.		
May 30	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, 524-3520.		
May 30	2:00 P.M., EDWARD PARNES, 498 Seventh Avenue, 10th floor, CH. 4-3877.		
Beginning Tuesday May 30	"BREAKTHROUGH" FALL TRENDS Fall fashion and merchandising trends geared to the youth market. Display areas and audio-visual presentation. Continuous showings by appointment. Price: \$15.00. Contact: Mary Loncharich, 759-8100.	SEVENTEEN MAGAZINE	PAN AM BLDG. 7TH FL-W. ELEVATOR BNK
May 31	9:30 A.M., BEN REIG, 498 Seventh Avenue, 23rd floor, CH. 4-1542.		
Wednesday May 31- June 14	ANNUAL BREAKFAST FASHION SHOWS Also June 1,2,6,7,8,9,13,14. Show at 8:00 A.M. Also, June 1,5,8,12. Show at 5:02. By invitation. Contact: June Roche, OX. 5-1200.	DEERING-MILLIKEN (1045 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Thursday June 1 11:30 A.M. Luncheon	33RD GRADUATION AND LUNCHEON Guest speaker: Albert M. Kronick, Chairman of the Board, Abraham & Straus. Degrees in occupational studies to 102 graduates. By invitation. Contact: Karen Breen, at L.I.M., 752-1530.	LAB. INSTITUTE OF MERCH'G (12 EAST 53RD STREET)	HOTEL PLAZA GRAND BALLROOM
June 1	2:30 P.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
Friday June 2 8:30 A.M.& 11:30 A.M.	AMERICAN READY-TO-WEAR; BREAKFAST AND LUNCHEON Two showings (breakfast and luncheon). Prices and more details later. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
Beginning Monday June 5	FALL-WINTER JEWELRY COLLECTION Continuous showings. Contact: YU. 6-6633.	NAPIER	530 FIFTH AVENUE WHOWROOO - 22ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 5- June 9	READY-TO-WEAR FROM CANADA Coats, suits, dresses, suedes, leathers, lingerie, loungewear, sleepwear. By appointment. Contact: John Hoffman, N.Y. Consulate, 586-2400.	CANADIAN DEPT. TRADE, COMMERCE, INDUSTRY	HOTEL McALPIN BWAY & 34TH STREET
Tuesday June 6 8:00 A.M. Breakfast	SEMI-ANNUAL FALL SEMINAR Show at 8:30 A.M. Prices: \$17.50, members; \$25.00, guests. Contact: Marjorie Reich or Frances Hodges, OR. 9-4484.	MERCHANDISING MOTIVATION (200 MADISON AVENUE)	HOTEL PLAZA BALLROOM
Wednesday June 7 9:30 A.M.	FALL COLLECTION CHRISTIAN DIOR FURS By invitation. Contact: OX. 5-8340.	LAURENCE KAYE	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
June 7	12:00 Noon, COUNTESS ALEKANDER, 530 Seventh Avenue, 17th floor, 354-0494.		
June 7	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
Friday June 9 9:00 A.M. Breakfast	OPENING OF FALL COLLECTION Showing of Fall fur collection by Swakara. Contact: P. R. Associates, 688-6900, ext. 221.	SWAKARA	HOTEL PLAZA BALLROOM Eleanor Sigona,
Sunday June 11- June 14	INTERNATIONAL BOUTIQUE FASHIONS Over 800 lines of boutique apparel and accessories, shoes, gifts, fashions from England, France, Germany, Italy, Sweden, South America, United States. Contact: Oscar Pluznick, 50 Hunt St., Watertown, Mass.	NATIONAL BOUTIQUE SHOW	HOTEL McALPIN BROADWAY & 34TH ST.

CONTINUOUS SHOWINGS - THESE FALL COLLECTIONS HAVE OPENED

ADDENDA BY PATTI CAPPALLI . . . . . 1407 Broadway, 9th floor, 736-5282.

ARBE . . . . . 498 Seventh Avenue, 11th floor, 594-0220.

DIANE VON FURSTENBERG. . . . . 530 Seventh Avenue, 14th floor, 354-8336.

GOLDWORM . . . . . 1410 Broadway, 20th floor, 244-1700.

NATALIE GREEN . . . . . 500 Seventh Avenue, 14th floor, 565-1888.

JAEGER COMPANY . . . . . 1407 Broadway, 41st floor, 868-1620.

JAP. . . . . 530 Seventh Avenue, 19th floor, 947-0273

LADY MANHATTAN BY MAGGI BROWNING . . . 1407 Broadway, 15th floor, 765-1250.

JOHN MACDOUGALL (DIV. DAVIDOW) . . . . 205 West 39th Street, 6th floor, 736-6909.

MARDI GRAS BY JERRY MARSCH . . . . . 498 Seventh Avenue, 3rd floor, 947-2055.

PRISCILLA OF BOSTON . . . . . 498 Seventh Avenue, 9th floor, 244-3847.

SANT'ANGELO KNITS FOR GREAT TIMES. . . 1407 Broadway, 17th floor, 868-3210.

S.C.O.A. (NUGAL; EMMANUELLE KHANH) . . 1410 Broadway, 28th floor, 354-0030.

SPORTOWNE (10:30, 1:30, 3:30 daily). . 500 Seventh Avenue, 7th floor, 594-6900.

TANNEL KNITS, INC. . . . . 1400 Broadway, 27th floor, CH. 4-4131.



# 1973

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6				1	2	3				1	2	3		
7	8	9	10	11	12	13	4	5	6	7	8	9	10	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28				25	26	27	28	29	30	31

APRIL							MAY							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4	5					1	2	
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30						27	28	29	30	31			24	25	26	27	28	29	30

JULY							AUGUST							SEPTEMBER						
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29	30	31					26	27	28	29	30	31		23	24	25	26	27	28	29
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OCTOBER							NOVEMBER							DECEMBER						
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7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
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21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29
														30	31					